

# FCC 388

## DTV Quarterly Activity Station Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

Report reflects information for quarter ending (mm/dd/yy)

033108

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D) ☒ Option Two (B and D) ☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign <b>KLAS-TV</b>	Channel Numbers	Community of License			
	Analog <b>8</b> <input checked="" type="checkbox"/> Digital <b>7</b> <input checked="" type="checkbox"/>	City <b>Las Vegas</b>	State <b>NV</b>	County <b>Clark</b>	Zip Code <b>89109</b>
Licensee					
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA <b>Las Vegas</b>	World Wide Web Home Page Address <b>www.lasvegasnow.com</b>		
Facility ID Number <b>35042</b>	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy) <b>100114</b>			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

73 :30 PSAs  
51 :15 PSAs

Total 5:00 a.m. to 1:00 a.m. CSTs

5

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

11 :30 PSAs  
11 :15 PSAs

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

24 :30 PSAs  
9 :15 PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

1

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

A local DTV Transition PSA spot was produced featuring Senator Harry Reid and Senator John Ensign.

KLAS TV aired a total of 31 :30 PSAs and 32 :15 PSAs in Fourth Quarter 2007.

### 30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0
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Comments (add additional sheets where necessary):

**100 -Day Countdown Eligible Pieces - Last Quarter** Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

\_\_\_\_\_ *Graphic Displays*

\_\_\_\_\_ *Animated Graphics*

\_\_\_\_\_ *Graphic and Audio Displays*

\_\_\_\_\_ *Longer Form Reminders*

Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐

Yes

☐

No

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives - Last Quarter** Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
*KLAS TV aired a total of five (5) news segments during local newscasts on the digital transition in First Quarter 2008. See attached scripts.*

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
*See attached Section D Station Web Site Additional Activity.*

**Additional DTV Outreach Efforts -- Last Quarter** Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):  
*Six (6) Speaking Engagements - See attached.*

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

Comments (add additional sheets where necessary):

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):  
*KLAS TV conducted three (3) training sessions on the DTV Transition on March 3, 2008 for all KLAS employees. (8:30am, 12:30pm and 6:30pm)  
A joint training session was conducted for Cox Cable employees by KLAS TV and Cox Cable on February 20, 2008 from 9am to 12pm.*

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing <i>Kathleen Kramer</i>	Typed or Printed Title of Person Signing <i>Research / Program Director</i>
Signature <i>Kathleen Kramer</i>	Date <i>April 9, 2008</i>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

## FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

CHRIS

VO/NAT-----

\*CG BANNER GOVERNMENT HELP

CHRIS  
TOPVO

>>> IF YOUR TELEVISION AT HOME STILL HAS  
RABBIT EARS ON TOP OF IT THE GOVERNMENT IS  
PLANNING TO HELP YOU GO DIGITAL.

YOU CAN NOW GET 40 DOLLAR COUPONS TO  
HELP YOU PAY FOR SPECIAL CONVERTER BOXES  
THAT WILL CONVERT ANALOG SIGNALS TO  
DIGITAL.

THE CONVERTER BOXES ARE EXPECTED TO  
COST BETWEEN 50 AND 70 BUCKS.

STARTING FEBRUARY 19-TH 2009 ANYONE  
WITHOUT A DIGITAL SET... AND STILL USING  
ANTENNAS WILL NO LONGER GET A PICTURE.

TO REQUEST A COUPON CALL  
1-888-D-T-V-2009... OR LOG ON TO OUR WEBSITE  
LAS VEGAS NOW DOT COM.///

\*CG BANNER 1-888-DTV-2009

\*CG LVNOW



2-SHOT

\*CG 1805

MELISSA

DAVE

VO/NAT-----

\*CG TWO DIGITAL CONVERTER COUPONS

VIDEO: HEWLETT-PACKARD

\*CG LVNOW

2-SHOT

MELISSA

>>> WE'RE LESS THAN 14 MONTHS AWAY  
FROM THE TELEVISION INDUSTRY COMPLETELY  
SWITCHING OVER TO DIGITAL SIGNALS.

DAVE

>> THAT MEANS NO MORE RABBIT EARS  
AND ANTENNAS.

VO

TO HELP FOLKS MAKE THAT TRANSITION  
MORE AFFORDABLE... STARTING TODAY... YOU  
CAN RECEIVE 40-DOLLAR COUPONS FROM THE  
GOVERNMENT.

THE COUPONS WILL HELP PAY FOR  
SPECIAL DEVICES THAT WILL CONVERT DIGITAL  
SIGNALS SO YOU CAN WATCH T-V.

BECAUSE STARTING ON FEBRUARY 18TH,  
2009, ANYONE WHO DOES NOT OWN A DIGITAL  
SET AND STILL GETS THEIR PROGRAMMING  
USING OVER-THE-AIR ANTENNAS WILL NO  
LONGER RECEIVE A PICTURE.

TO REQUEST A COUPON... WE'VE SET UP A  
LINK ON OUR WEBSITE... LAS VEGAS  
NOW-DOT-COM.///

DAVE

DAVE

>>>THERE IS ALSO A MAJOR CHANGE COMING TO OUR TELEVISION SETS.

STARTING IN FEBRUARY OF 2009.. ANYONE WHO USES RABBIT EARS WILL NO LONGER BE ABLE TO WATCH T-V WITHOUT A CONVERTER BOX.

STILL

STARTING THIS MONTH.. THE FEDERAL GOVERNMENT IS OFFERING 40- DOLLAR COUPONS TO HELP PAY FOR THE BOX WHICH WILL CONVERT THE SIGNAL YOUR T-V RECEIVES.

FOR MORE INFORMATION ABOUT THE COUPONS AND DIGITAL TELEVISION.. GO TOLAS VEGAS NOW DOT COM.

STILL -----

DIGITAL TELEVISION CONVERTER BOXES

\$40.00 COUPONS FOR THE BOXES

FOR MORE INFORMATION:

LASVEGASNOW.COM

OR

1-888-DTV- 2009

\*CG LVNOW

GARY

GARY

>> DAVE, CHARLOTTE... NEXT YEAR TELEVISION STATIONS WILL STOP SENDING ANALOG SIGNALS THROUGH THE AIR... AND GO TOTALLY DIGITAL.

THAT WILL FREE UP VALUABLE SIGNALS FOR MORE TELEVISION PROGRAMMING AND MORE BANDWIDTH FOR CELL PHONES... AS WELL AS FOR FIRE AND POLICE.

BUT IT ALSO MEANS T-V SETS IN 42-MILLION HOMES... WILL GO DARK UNLESS PEOPLE TAKE ACTION:

PKG

(( ))

PKG-----

RUNS 1:31

OUTCUE:MAY NOT GET IT

\*CG TWO TERRY LINKOWSKI

HAS OLD TV

:14-:18

\*CG TWO GERARD CATAPANO

CONSUMER REPORTS

:38-:42

<<

>> TERRY LINKOWSKI GETS HER TV SIGNAL THE OLD-FASHIONED WAY, WITH AN ANTENNA. AS OF FEBRUARY 17TH OF NEXT YEAR, IF SHE DOES NOTHING, HER TV WILL GO BLACK WHEN TELEVISION STATIONS STOP SENDING ANALOG SIGNALS.

>> TERRY LINKOWSKI: "I DON'T BELIEVE IT. YOU MEAN THEY WON'T PROVIDE ANY SERVICE AT ALL?"

>> PEOPLE WITH AN ANALOG SET LIKE TERRY HAVE SEVERAL OPTIONS - ALL INVOLVING MONEY.

CONSUMER REPORTS' GERARD CATAPANO IS LOOKING AT THE LEAST EXPENSIVE OPTION - A DIGITAL CONVERTER BOX. IT COSTS 50 TO 70 DOLLARS AND CONVERTS THE DIGITAL SIGNAL TO ANALOG.

>> GERARD CATAPANO, CONSUMER REPORTS: "THE GOVERNMENT HAS AN ASSISTANCE PROGRAM TO HELP PEOPLE WHO NEED TO BUY A DIGITAL CONVERTER BOX, BY OFFERING A 40-DOLLAR COUPON TOWARD THE PURCHASE OF THE BOX, BUT IT'S ON A FIRST-COME, FIRST-SERVED BASIS."

>> TO GET THE CONVERTER BOX COUPONS, WHICH BECAME AVAILABLE JANUARY FIRST, CALL 888-DTV-2009 OR GO TO [DTV.GOV](http://www.dtv.gov) <[HTTP://WWW.DTV.GOV](http://www.dtv.gov)>. ANOTHER OPTION IS TO BUY A NEW TELEVISION THAT'S ABLE TO PICK UP DIGITAL SIGNALS. BUT BE AWARE...

>> GERARD CATAPANO: "YOU DON'T NEED A HIGH-DEFINITION TELEVISION. WHAT YOU NEED IS A TV WITH A DIGITAL TUNER. AND YOU CAN GET ONE OF THOSE FOR A FEW HUNDRED BUCKS."

>> A THIRD OPTION IS TO BUY A NEW DVR OR DVD RECORDER WITH A DIGITAL TUNER FOR AROUND 200 DOLLARS. YOU ROUTE SIGNALS FROM YOUR ANTENNA THROUGH THE RECORDER AND INTO YOUR TELEVISION. FOR PEOPLE LIKE TERRY, THE FOURTH OPTION IS TO DO WHAT SHE HAS RESISTED ALL THESE YEARS - SIGN UP FOR CABLE OR SATELLITE.

>> TERRY LINKOWSKI: "THEN I MUST PAY FOR MY TV? THEN I MAY JUST FOOL THEM, I MAY NOT GET IT.">>

GARY

>> THE TV-S THAT WILL BE AFFECTED BY THE  
SWITCH TO ALL DIGITAL... ARE ONES WITHOUT A  
DIGITAL TUNER.

MOSTLY OLDER TUBE TYPE TVS.

IF YOU HAVE CABLE... YOU WON'T BE EFFECTED.

IF YOU WANT TO LEARN MORE ABOUT THE  
DIGITAL CONVERSION... WE HAVE A LINK SET UP  
ON OUR WEBSITE AT LAS VEGAS NOW DOT  
COM.///

CG LVNOW

DIGITAL TV TEST [KLAS]ARCHIVE.2008.MAR.4 510 -

GARY

VO/NAT-----

\*CG BANNER DIGITAL TV TEST?

4/9/2008 15:17:30 Terri Foley

GARY

TOPVO

>>> BEFORE NEXT YEAR'S DIGITAL T-V  
CONVERSION.... THE SWITCH MAY GET A TEST  
RUN BEFORE IT GOES PRIME-TIME.

THE FEDERAL COMMUNICATIONS COMMISSION  
IS CONSIDERING THE TEST... BUT HAS YET TO  
MAKE A FINAL DECISION.

NEXT FEBRUARY... VIEWERS WHO GET THEIR  
TELEVISION OVER THE AIR... WITH AN ANTENNA...  
WILL LOSE THEIR SIGNAL... UNLESS THEY GET A  
NEW T-V... OR A DIGITAL CONVERTER BOX.///

## **Section D: Station Web Site Additional Activity**

### **Section D: Station Web Site Additional Activity Related to the DTV Transition - Last Quarter**

**Question: If YES, did your station provide additional DTV related information or activities on that Web site?**

LasVegasNOW.com, KLAS-TV's website, features a dedicated section on digital television, located at <http://dtv.lasvegasnow.com>.

Site features Frequently Asked Questions, a DTV conversion countdown clock, links to the Converter Box Coupon Program, DTVAnswers.com, DTV.gov, AntennaWeb.org, and informational videos about the conversion.

The link to this section is featured prominently on the homepage of LasVegasNOW.com. LasVegasNOW.com had an average of 1,850,082 page views and 586,008 unique visitors in the First Quarter of 2008.

**KLAS-TV**[illegible]